

Amendments to the Specification:

Please replace paragraph 56 with the following amended paragraph:

56. Referring now to Figure 2C, the Regional Data Center **166** is illustrated. For purposes of this figure, only one Regional Data Center **166** is discussed, although each Regional Data Center will have similar architectures. Regional Data Center **166** receives its transmission via the backbone **154** through its regional router **162** to the Regional Data switch **172**. Alternatively, the Regional Data Center **166** can receive its transmission via its satellite dish **150** through its receiver **152** and then to Regional Data Center switch **172**.

Please replace paragraph 57 with the following amended paragraph:

57. The structure of the Regional Data Center **166** is similar in certain respects to that of the National Content Center. For example, streaming cache servers **176, 178** are redundant cache servers which stream information and content to clients **186**. A synchronizer **174** keeps the streaming cache servers **176, 178** in synchronization. Therefore, if any one streaming cache server fails, the second server will continue to provide the streaming product to clients via the synchronizer **174**. Publishing server **180** works in concert with content manager **186-179** to provide additional content and information on the screens of the clients **186** as the streaming content is provided to the PCs of clients. In this fashion, and as more fully described below, additional content can be viewed by clients. Publishing server **180**, content manager **186179**, and any other servers **182** all provide their content via switch **172** to be accompanied by the streaming content from streaming cache servers **176, 178**.

Please replace paragraph 58 with the following amended paragraph:

58. Each Regional Data Center **166** also has a local advertising server **184** to provide local advertising content that is sold by the Regional Data Center, and which accompanies the content and other streaming transmissions from the Regional Data Center.

Please replace paragraph 61 with the following amended paragraph:

61. Referring to Figure 5, the viewer participation region 54 of the PCTV interface is illustrated. In this instance, the user is given a portion of the screen comprising tabbed areas, each of which could be clicked on by a user to gain access to different yet relevant activities. For example, by clicking on the “chat” tab 56, the user can be taken to a site that provides general audience chat, private “buddy list” chat, instant messages, or a full screen chat mode. The chat room that is accessed is keyed to the video presentation in progress.

Please replace paragraph 63 with the following amended paragraph:

63. Referring to Figure 6, the promotional/sponsor area 62 of the PCTV screen is illustrated. In this area, certain clickable areas exist, which comprise buttons and logos that relate to goods and services for sponsors. Thus, for example, if a cartoon is playing and that cartoon is related to Nickelodeon⁷ a button will also exist to click on which will take the user to Nickelodeon⁷ related products.

Please replace paragraph 65 with the following amended paragraph:

65. Referring to Figure 7, the program guide portion 72 of the PCTV screen is illustrated. The program guide provides for a quick view of the daily schedule on the various channels that are offered over the PCTV. Clicking on any particular segment of the program guide brings up that particular portion of the video that is available at that time and on that date. In addition, email reminders can be scheduled so that a particular program is not missed.

Please replace paragraph 66 with the following amended paragraph:

66. Referring to Figure 8, the –“channel ticker” portion 74 of the PCTV screen is illustrated. This portion allows a continuous stream of information to be presented to viewers regarding related news, information, promotional items, audience messages, helpful information, and

Appl. No. 09/816,306
Reply Dated May 10, 2005
Reply to Office Action of March 14, 2005

Express Mailing Label No.:
EV 524793820US

related tips. Again this information is directly related to the video that is being shown, although this is not meant as a limitation.

Please replace paragraph 70 with the following amended paragraph:

70. Subsequently during other programming, at time slot 102 an introduction **112** is played followed at time slot 104 by a sponsorship message **114**, and then followed at time slot 106 by a live program **110**. During the live programming, advertisements can again be buffered and played in other parts of the screen, as illustrated at time slot 108. The content of these additional ads and information are all directly relevant to the video being shown.